



Background of WP Creations

Founded in 2001, Wee Piggies & Paws was the first in Canada to professionally cast Children's hand and footprints. Providing a wide selection of framing and mounting options.

What began as a home-based business for Mompreneur Debbie Cornelius, founder, quickly grew into a successful, multi-national Franchise within a few short years.

In 2017, Wee Piggies & Paws re branded to WP Creations and remain the market leader in the Children's Memorabilia Industry. WP Creations is steadily growing with more than 40 locations across Canada, US, Mexico and UK.

Our Franchisees – The Backbone of the Business

Our franchisees are the foundation and the fundamental core of WP Creations. They efficiently manage their own businesses and take the utmost pride in their workmanship. Their commitment to our brand is what makes our products so unique and special. They know the significance of what they create and what it means to our customers. They are dedicated, knowledgeable, courteous, and warmly welcome you into their home-based studios where the process of creating a one of a kind keepsake begins.

Outside of what we create, our franchisees' goal of being knowledgeable with the products and services to parents within the community helps provide our clientele with great local resources.

Supported parents with the right tools for overall well-being, makes for a happy parent-child relationship.

Partnership Program

What types of brands/products is WP Creations interested in partnering with?

We are interested in working with brands that would appeal to our loyal customer-base, specifically Moms with young families.

What is the cost to participate?

There is no cost to participate in our program. We ask for an exchange in cross promotion services. See below to learn more about what WP Creations benefits from.

How much exposure would my company/brand receive in participating in your program?

This depends on which areas we can offer you cross promotion abilities. See below for which options might be available.

WP Creations Can Offer:

- Send out of Email Campaigns
- Facebook Posts – with or without sign up links
- Instagram Posts
- Website Friends Section
- Website Locations Page Mentions
- Free product offers – Contests for free jewelry or \$25 gift vouchers off most products
- Local cross promotional possibilities with our reps
- Share content/events from their individual facebook pages onto our main group page

*Email Database: almost 10,000 email followers – obtained by following Canada Anti-Spam Legislation

*Facebook: over 43,000 followers from all regions across Canada

Demographics: Female age 25-34

*Instagram: Our main head office page as well as one for each of our Instagram active locations

WP Creations Benefits from:

- Blog Post Mentions
- Social Media Post Mentions
- Distribution of Free Raised Impressions or Free hand/foot ink prints (inkless) or exclusive offers
- Distribution of digital media after purchase or registration
- Local cross promotional possibilities and attend events

If you think we might be able to begin a cross promotional friendship with one another, please email me and tell me a little more about yourself. We can then set up a time to discuss just how awesome you are.

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